Robert Armintor

From: "Alma Cremonesi" <cremona@peoplepc.com>
To: <kayan@earthlink.net>; "PAUL FORSETT" <paulforsett@hotmail.com>; "Robert Armintor" <barmintor_8@msn.com>
Sent: Monday, July 25, 2005 3:10 PM
Attach: Press release--6th PPLFF.doc; Print media contact letter-2005.doc
Subject: Jump start on publicity

Dear Kayan, Bob and Paul,
We will be working on publicity for the festival and hopefully can do a better job than in the past. I'm not particularly expert at this. I thought I would send this out before the meeting and then we can decide or confirm who will do what. I know some decisions have already been made. I have written a letter to potential film critics and a press release. No doubt these can be improved upon. Please edit with your name as the contact person. We can not cover everything. The categories of coverage are:

Print Media
Gazette (Alma)
the Independent (Alma)
Springs Magazine (Alma)
Denver Post (Paul Forsett)
Rocky Mountain News
Westword (Kayan)
Weird Sisters
Out Front Colorado(alma)
Pueblo Chieftain
Aspen Times – BbA
Boulder Camera – BbA

Some of you have taken others of these--don't remember.. I recommend that you call the media outlet and find out the name of the person who reviews films and send them your personal version of the contact letter with a brochure. Then, follow it with a phone call in which you sell coverage like we have great films, we're the only LGBT Film Festival in Colorado this year in Colorado Springs of all places..... the attach letter has all this.

For Radio and Television, we need a PSA (Public Service Announcement) which one of you might try writing.
√ How about you, Bob???
We have KRCC and that's it in this category
√ Calendars
For the Indy we need something very punchy and humorous or they won't print it.
Gazette
And, all the papers above have calendars which we can get into even if they don't review our festival.
Newsletters
PFLAG (I wrote a short article for this)
there are many more in all these categories. The library has list depending on how much you want to do.
We can talk about this more at Thursday's meeting.
See you then
alma